# Shadow Mountain Club

# Sun Spots

- Mexican Fiesta Night — March 15
- St. Patrick's Day Sports Show— March 17
- Shadow Mountain Woman's Club Golf Championship — March 25
- Sports Show — March 31

March 1957

Palm Desert, California

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April 18-21

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# *Tournament of Champions*

According to word received, Director Allard Roen of the Desert Inn, Las Vegas, Nevada has confirmed that the winner's share of the fifth annual $38,500 Tournament of Champions will be $10,000.

The reward to the winner of the April 18-21 links session at Wilbur Calrk's Desert Inn course is the second greatest in golf. It is exceeded only by the payoff to the winner of the "World Championship of Golf" in Chicago. Despite the record breaking lineup of eligibles who will compete, the awards will be the same as in the previous tournaments and will scale down to $1,000 for the last-place finisher; just participating automatically guarantees the golfer a thousand dollars.

Twenty-three qualifiers have made the field to date for the West's richest links event. Several more qualifying tournaments are yet to be played, thus assuring at least three to five additional competitors in Las Vegas.

The Tournament of Champions is unique among all golf contests in that only winners of major Open tournaments during the year qualify to play.

The players to date: Gene Littler, Billy Maxwell, Bo Wininger, Ed Furgol, Dick Mayer, Dow Finsterwald, Billy Casper, "Dutch" Harrison, Cary Middlecoff, Jackie Burke, Doug Ford, Doug Sanders, Mike Fetchick, Arnold Palmer, Don January, Sam Snead, Ted Kroll, Bobby Rosburg, Art Wall, Jr., Fred Hawkins, Mike Souchak, Peter Thomson and Jay Hebert.

Each year this golf classic draws an impressive gathering of notables to Las Vegas—Bing Crosby, Bob Hope, Frankie Laine and many more from the entertainment world as well as top sports writers from all over the country.

Walter Winchell is always on hand to get the Tournament off to a flying start due to the fact that in addition to the cash distributed to the players, the Desert Inn makes a contribution each year of at least $35,000 to the Damon Runyon Fund and to date it has contributed more than $190,000 for cancer research.

## SHADOW MOUNTAIN WOMAN'S CLUB CHAMPIONSHIP

March 25th will be the starting of the Woman's Club Golf Championship. This will be a three-day tournament and a low gross and low net prize will be given.

Looking Ahead at Your

# *Shadow Mountain Club*

## MARCH EVENTS

**FRIDAY, MARCH 8—7:30 P.M.**—N.A.T.O.S. Calypso Party

**SUNDAY, MARCH 10—6:00 P.M.**—SUNDAY NIGHT SERIES
Guest Speakers—Showing of Films, Travelogues, etc.

**SUNDAY, MARCH 10—1:00 P.M.**—PUTTING TOURNAMENTS
For ladies and gentlemen. Every Sunday in the new Putting Patio. Qualifying Rounds 12:00 noon.

**SATURDAY, MARCH 16—MEXICAN FIESTA NIGHT**

**SUNDAY, MARCH 17—2:30 P.M.**—ST. PATRICK'S DAY SPORTS SHOW

**THURSDAY, MARCH 21—12:30**—PALM DESERT WOMAN'S CLUB LUNCHEON

**MONDAY, MARCH 25—8:30 A.M.—at Tee House.** SHADOW MOUNTAIN WOMAN'S CLUB GOLF CHAMPIONSHIP—Three-day Tournament.

**SUNDAY, MARCH 31—2:30 P.M.**—SPORTS SHOW

**DINING ROOM SCHEDULE**

LUNCHEON—12 noon to 2:00 p.m.

DINNER—6:00 p.m. to 10:00 p.m.; Saturday, 7:00 p.m. to 11:00 p.m.

SUNDAY BRUNCH—12 noon to 3:00 p.m.

Frank Constant, Maitre d'

New Shadow Room COCKTAIL LOUNGE—Open 12 noon to closing

## WEEKLY

**SUNDAY NIGHT SERIES—6:00 P.M.**—Guest Speakers, Films, Travelogues, etc.

**SUNDAY AFTERNOONS**—Putting Tournaments—1:00 P.M.

**MONDAY**—Coronation Night

**MONDAY**—Women's Golf Association—Every Monday morning at 8:30 A.M. at Tee House. Golf Luncheon—First Monday of each month.

**WEDNESDAY**—12:15 P.M., Indio Room. Bridge & Canasta Luncheon

**THURSDAY**—6:30 P.M., Dinner Bridge; every other Thursday.

**FRIDAY**—12:15 P.M.—Rotary Luncheon.

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CLUB CLOSED TUESDAYS

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## ON THE COVER

**The latest in swimwear at Shadow Mountain Club attracted a great deal of attention when shown by professional models at Fashion Show sponsored annually by the Palm Desert Women's Club. Complete fashions for this charitable affair were furnished by The Clothes Horse, poolside at the club. Reading, left to right: Michelle Ailor, Kahnema Price, Gladys Hanousek, Gene Robinson, Joan Flynn, Ruth Henderson and Pat Higgens.**


**SUN SPOTS—MARCH, 1957**

Editor—Jewel Neal. Published at the Shadow Mountain Club, Palm Desert, California. Items of interest to members should be forwarded to Sun Spots, Box 14, Palm Desert, California.



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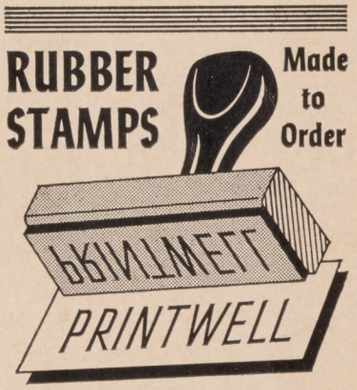


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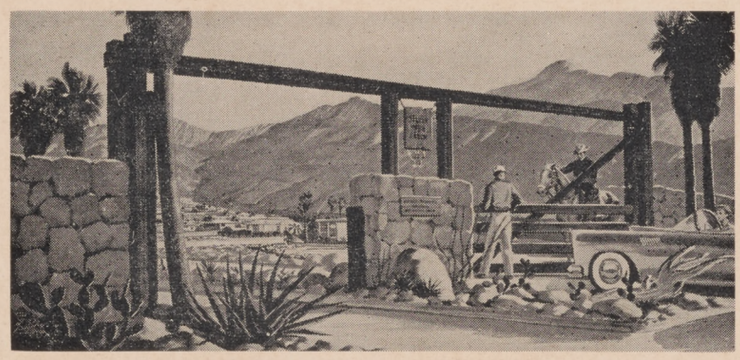

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## CORONATION NIGHT

Coronation night, February 18th, while reminiscent of the Arabian Nights by virtue of the presence of Queen Scheherazade and all her princesses, in gorgeous oriental costumes —had a very modern touch, too in the person of singer Donald Novis. Giving his own interpretation to each number, he added grace and a delightful quality to his renditions and in each case the song was offered with great feeling and warmth.

The 1957 Queen Scheherazade — Barbara Duer of Palm Springs—who, at Shadow Mountain Club a few nights before had, herself, been crowned and chosen to preside over the Riverside County Fair and Date Festival, drew the numbers for the club's Coronation Night winners.

* * *

The following week Arlene Harris, comedienne and monologuist of television and radio, entertained with her hilarious skits and running patter.

* * *

An interesting note: Mrs. Mary Green of Green's Desert Lodge (formerly B-Glad Manor) has had three Coronation Night winners staying at her Lodge in less than a month.

Be that as it may—certainly each Monday night finds four excited and delighted people at Shadow Mountain Club who find it hard to believe when they discover they are the lucky holders of the winning tickets — which promptly brings on a deluge of lovely gifts from the generous merchants of the area.

## COACHELLA VALLEY LOAN ASS'N LUNCHEON

Tri-county Savings and Loan League were hosts to a luncheon of two hundred Wednesday, February 13th at the Shadow Mountain Club for the ladies attending the California Savings and Loan League convention in Palm Springs.

Mrs. Robert Baumer of Hemet, wife of the President of the Tri-County Savings and Loan League, presided at the luncheon. Those assisting were Mrs. Wm. H. Smith of Palm Springs, Mrs. Arthur L. Cooper of Indio, Mrs. C. O. Barker of Banning, Mrs. E. O. Ecklund of Riverside and Mrs. H. I. Vollerson of Ontario.

# *Club . . . Closeups*

WHO!

WHEN!

WHERE!

*By Gretchen*

Somewhere in the walls of memory comes an opening, thru' which came this thought—how wonderful it would be if everyone greeted each other with the phrase, "I know something good about you."—It makes for a happier day—a finer and more firm handclasp—for there is so much good in every one—It really offsets the little that is bad—this is the impression that your Shadow Mountain Club gives to every one who passes thru' the big, front door—there is always a smile and a cheery greeting as the gates are "clicked" open—One hesitates a moment, whether to enter the main club rooms, or drop down the steps, poolside—whichever spot you choose, there is always a friendly greeting, a smile, a nod of the head—and you know it's good to feel that this beautiful club knows something good about you!

A few of the famous "Whos" that have been seen at Shadow Mountain Club this past month have been Tab Hunter, Bill and Mousie Powell, Madame Colbert, mother of the famous Claudette Colbert—this lady was a house guest of the Adrian Schwilcks—John Smith, a new star in filmdom, guesting with the Clark Bramwells—Madame Line of Korea, well-known speaker—Russell Hicks, film and TV artist, remembered by everyone for his splendid work in both the play and TV version of the "Caine Mutiny Court Martial"—Senator and Mrs. A. W. Hawkes, Mr. and Mrs. Arthur (Dagwood) Lake and many others.

If a bright young man had been looking for a parking concession, one glance at the hundreds of cars that were in every available spot, Thursday, Feb. 21st, he would have found his new venture! That was the day of The Palm Desert Woman's Club entertained members and friends with luncheon and a beautiful fashion show—the banners read "My Fair Lady" and it was just that—every available spot in the huge Shadow and Indio rooms were filled with beautifully gowned women—it was a fashion parade that passed thru the doors and to the tables—Mrs. Ann Carpenter, President of the club chose wonderful committees that planned and executed the whole affair with smoothness and originality—Mrs. June Goodwin and Mrs. Velma Blades were co-chairmen of the whole affair—Mrs. Helen Coates and Mrs. Rose Ellgood were in charge of decorations—Mrs. Mercedes Merryman, in charge of ticket sales, did a one hundred percent job—every ticket was sold—!

The fashion parade was "em-ceed" by Virginia Field Parker, beautiful and famous film and TV star. The lovely clothes were chosen by Mrs. Isabelle Belyea from her Poolside shop, The Clothes Horse—glamorous bathing and lounging togs, summer cottons, and exquisite evening clothes—a really lavish display of what milady should wear every hour of the day—there were gifts for everyone, on the tables and door prizes—beautiful aprons were sold in the lobby—Mrs. Wilma Moran was chairman of this project! There were a group of charming hostesses to greet one and Mrs. Martha Crouse gathered these ladies together!—Hazel Sergeant presented the door prizes and Pauline Welcome gathered the door prizes from near and far—Ruth Steiner and Hazel Kirk of the Shadow Mountain Club Staff helped with the tickets at the door.

**This attractive group was caught by our photographer recently enjoying dinner at the club. Reading, l. to r.—Ed Welcome, Miss Dawn Beresford, Mrs. John Adams, John Adams, Mrs. Forrest White and Mrs. Ed Welcome.**

Let's pause a moment and take a real "close-up" of our new members—we shall soon see "who" they are and "where' they live or have lived until they discovered Palm Desert and The Shadow Mountain Club—these new members know all about the "goodness" of the Club and lets find out all about the goodness in them. A cheery greeting, a smiling nod and members new and old become friends—watch for these names—

MR. AND MRS. JOHN VALE, Rancho Mirage
MR. AND MRS. DONALD HUNTOON, Arcadia
MRS. GLADYS STROUD, Los Angeles
MISS RENA BELL HARDMAN, Los Angeles and Palm Desert
MR. AND MRS. FREDERICK WHITAKER
MR. AND MRS. CHARLES LARABEE, Palm Desert and Balboa Island
MR. AND MRS. E. H. GERLACH, Olympia, Wash.
MR. AND MRS. EDWARD SIMMONS, Vancouver, Canada
MR. AND MRS. GERALD NISLEY, Rancho Mirage
MR. AND MRS. E. E. ANDREASON, Beverly Hills
MR. AND MRS. PAUL HEINLEY, Los Angeles & Palm Desert
MRS. DON WAGNER, La Grande, Oregon & Palm Desert
MR. & MRS. LOUIS J. CROSS, River Forest, Ill. & Chicago
MR. AND MRS. P. O. PETERSON, Redmond, Wash.
MR. AND MRS. J. F. GILIVARY, Stockton, Calif.
MRS. C. E. SWARZBAUGH, Toledo, Ohio & Palm Desert
DR. AND MRS. GEO. DAVIDSON, Pebble Beach, Calif. & La Quinta
MR. AND MRS. ROBERT O. HARRIS, Tulsa, Okla.
MISS VIVIAN GOLDSMITH, San Francisco
MR. AND MRS. FRANK W. BURLINGHAM, Salem, Oregon
MR. AND MRS. JAMES GODSELL, Palm Desert
MR. AND MRS. EDWIN J. MOSCH, Palm Desert & Milwaukee, Wis.
MR. AND MRS. HERMAN GREENE, Rancho Mirage
MR. AND MRS. HARRY B. CLOW, Lake Bluff, Ill. & Chicago
MR. AND MRS. CECIL JONES, Los Angeles & Palm Desert
DR. AND MRS. JOHN BRIGGS, Los Angeles
MR. AND MRS. CHARLES WHITE, Indio

## CLUB CLOSE-UPS—(Continued)

Monday nights became gala "Coronation" nights early in January—under the guiding hand of Maestra Hazel Sergeant, the show always goes on! and gets better and bigger every week—her committee members are Mr. and Mrs. Ralph Hale, Mr. and Mrs. John Moran, Dr. and Mrs. P. W. Seals and Mr. and Mrs. Douglas Waldron, and Mr. & Mrs. Rene DeVaranne. The gentlemen are enjoying Coronation this year, as there is a King and Prince chosen, as well as Queen and Princess—besides the anticipation of who is going to be a member of Royalty, there is always a good floor show—again your Shadow Mountain Club offers you an outstanding evening of fun on a Monday night when many "nite" spots are closed!

Sunday Brunch on the Terrace has proved to be one of the most enjoyable day-time events of the desert—from far and near, they arrive—families, young people and all of those in between—Recently enjoying this "get-together" have been, Mr. and Mrs. Harold Wright, the Ed Welcomes, Forrest Whites, Edgar Sergeants, Isabelle Belyea, Edith Eddy and Bunny Ward, Edna Value, the George Wallings, Charlotte Steward, Jean Fuller, Mr. and Mrs. Joe Gokey, Gretchen and Bridget, Dr. and Mrs. Charles Alexander, and family, Dr. and Mrs. F. W. Cockerill, Mr.

If Sunday evening seems a dull time after a week full of parties, dinners, golf games, trips and sight-seeing, one can drop in Shadow Mountain Club and enjoy the new Sunday night series—these programs start at six o'clock and include travelogues, lectures, music and humorous entertainment—It is all most informal, and groups of friendly Shadow Mountain Club members and their friends form impromptu dinner parties—this is patterned after the old-fashioned Sunday night "suppers."

The month of February was all too short, with not enough Friday and Saturday nights to accommodate all who wanted to really "step out," have cocktails in the Club Lounge, dine and dance in the Shadow Room with the Todds presiding over the musical menu—among those who were seen these nights included—the Victor Millans, Mr. and Mrs. C. P. Criffith, the Robert Fithians, Charles Rowes, Dan Potters, Nolen Allens, Stanley and Anthony Josephs, Ronald Buttons, George Wallings, Harlan Peytons, Horace Maxwells, L. G. Bairds, Ira Johnson, Clifford Ives, Cliff Henderson, Fred Siemen, Evelyn Smith, Bobbie Reichert, Harrison Fishers, Major Slaters, Herbert Shaws, Wilbur Bears, Ralph Caplingers, Boynton Jones.

As you come and go at Shadow Mountain Club you will always remember how much good it has to offer—not just "I know something good about you" but I know so much that is good about this beautiful club—the months of March and April will be packed with good times for and and all—come often to your Shadow Mountian Club and interest your friends who are not members, to join—the more the merrier!!


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# Kuehner's Korner

*The Tots, Teens and Post-Teens of Shadow Mountain Club*
By LOU KUEHNER

SAND DUNE TREK

One has not really become acquainted with the desert if he has not gone on a Shadow Mountain Club Sand Dune Trek. On Saturday , March 2, the Tri-D's and Cactus Cats experienced another wonderful trip to the rolling sand dunes. Out on these wonderful slopes all problems were forgotten. Life here consisted of running, jumping and rolling across miles of beautiful sand. Of course, after such an exhausting bit of free exercise, food was a consideration, so the group built a campfire and roasted hot dogs and "the works" for a real picnic meal. Needless to say, all were weary, sandy but happy as they slowly plodded home.

TAFFY PULL

The good old-fashioned fun of pulling taffy will be enjoyed by members of the Cactus Cats on Saturday, March 23. The party will be from 7:00-9:00 p.m. Blue jeans or old clothing is the suggested costume for the evening's fun.

SPORTS SHOWS

March is a heavily scheduled month of outstanding Sports Shows. We hope you were among those present March 3 to witness the expert precision diving of Paula Jean Myers and Juno Stover Irwin. Both these girls were in the 1956 Olympics, bringing home second and third place honors, respectively, in platform diving.

Adding to this very unique program was the Ferges Family—a group who inspired many an "ah" and "ooh" as they performed their pyramids and hand-balancing feats.

Hope you're all looking forward to the shows on March 17 and 31 when we hope to bring you such interesting sports as Judo and Archery in addition to the usual spectacular diving and swim exhibitions.

WE'RE ALL LOOKING FORWARD TO:

The special Coronation Show which will be staged by the juniors of Shadow Mountain Club in late March or early April.

The Third Annual Children's Water Show in early May. This is a water spectacle that even C. B. DeMille couldn't produce.

MEXICAN FIESTA

Don't forget Senor—it's March 16 —we theenk!

## NATOS
### (Not All Too Old Set)

The NATOS—formerly the Young Marrieds—got together for a Valentine Party of their very own and presented a series of hilarious skits on great lovers. The actors and actresses in these skits had had no rehearsal — in fact they did not know they would be called upon to perform, until the night of the party when they were tapped on the shoulder.

A jam session afterwards and then a program of dancing added up to a fun-filled evening for those who attended.

## CALENDAR OF RECREATIONAL ACTIVITIES

**Mon., March 25**—Ladies Golf—8:30 a.m.
Ladies Tennis—9:00 a.m.
Slim & Trim—2:00 p.m.
Children's Tennis—4:00 p.m.
**Wed., March 27**—Bridge & Canasta Luncheon — 12:15 p.m.
**Thurs., March 28**—Slim & Trim—2:00 p.m.
Tumbling—2:30 p.m. (ages 4-7)
Children's Tennis—4:00 p.m.
Tumbling & Judo—4:30 p.m. (ages 8-13)
**Fri., March 29**—Ladies Tennis Clinic—9:00 a.m.
Cactus Cats—5:00-7:00 p.m. (ages 11-13)
Shadows—12:00-1:30 p.m.
**Sat., March 30**—Life-Saving—9:00-11:00 a.m.
**Friday, March 1**—Ladies Tennis Clinic—9:00 a.m.
Cactus Cats—5:00-7:00 p.m. (ages 11-13)
Teen Age Dance—8:00 p.m.
**Sat., March 2**—Life-saving—9:00-11:00 a.m.
Shadows—12:00-1:30 p.m.
Trek—3:00-6:00 p.m. (age 8-13)
**Sun., March 3**—Putting Tournament—1:00 p.m.
Sports Show—2:30 p.m.
Sunday Series—6:00 p.m.
**Mon., March 4**—Ladies Golf—8:30 a.m.
Ladies Tennis—9:00 a.m.
Slim & Trim—2:00 p.m.
Children's Tennis—4:00 p.m.
Golf Luncheon—12:30 p.m.
**Wed., March 6**—Bridge & Canasta Luncheon — 12:15 p.m.
**Thurs., March 7**—Slim & Trim—2:00 p.m.
Tumbling—2:30 p.m. (ages 4-7)
Dinner Bridge—6:30 p.m.
**Fri., March 8**—Ladies Tennis Clinic—9:00 a.m.
Tri-Ds—5:00-7:00 p.m. (8-10 years)
NATOS Party—7:30 p.m.
**Sat., March 9**—Life-Saving—9:00-11:00 a.m.
Shadows—12:00-1:30 p.m.
**Sun., March 10**—Putting Tournament—1:00 p.m.
Sunday Series—6:00 p.m.
**Mon., March 11**—Ladies Golf—8:30 a.m.
Ladies Tennis—9:00 a.m.
Slim & Trim—2:00 p.m.
Children's Tennis—4:00 p.m.
**Wed., March 13**—Bridge & Canasta Luncheon — 12:15 p.m.
**Thurs., March 14**—Slim & Trim—2:00 p.m.
Tumbling—2:30 p.m. (ages 4-7)
Children's Tennis—4:00 p.m.
Tumbling & Judo—4:30 p.m. (ages 8-13)
**Fri., March 15**—Ladies Tennis—9:00 a.m.
Cactus Cats—5:00-7:00 p.m. (ages 11-13)
Teen Age Dance—8:00 p.m.
**Sat., March 16**—Life-Saving—9:00-11:00 a.m.
Shadows—12:00-1:30 p.m.
Mexican Fiesta Nite
**Sun., March 17**—Putting Tournament—1:00 p.m.
Sports Show—2:30 p.m.
Sunday Series—6:00 p.m.
**Mon., March 18**—Ladies Golf—8:30 a.m.
Ladies Tennis—9:00 a.m.
Slim & Trim—2:00 p.m.
Children's Tennis—4:00 p.m.
**Wed., March 20—Bridge & Canasta Luncheon** — 12:15 p.m.
**Thurs., March 21**—Palm Desert Women's Club Luncheon—12:30 p.m.
Slim & Trim—2:00 p.m.
Tumbling—2:30 p.m. (ages 4-7)
Children's Tennis—4:00 p.m.
Tumbling & Judo—4:30 p.m. (ages 8-13)
Dinner Bridge—6:30 p.m.
**Fri., March 22**—Ladies Tennis Clinic—9:00 a.m.
Tri-Ds—5:00-7:00 p.m. (8-10 years)
**Sat., March 23**—Life -Saving—9:00-11:00 a.m.
Shadows—12:00-1:30 p.m.
Trek—3:00-6:00 p.m. (age 8-13)
Taffy Pull—7:00-9:00 p.m. (Cactus Cats)
**Sun., March 24**—Putting Tournament—1:00 p.m.
Family Fun Day—2:30 p.m.
Sunday Series—6:00 p.m.


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**Swimwear — beautiful and smart — pictured above brought forth oohs" and "aahs" when shown at the recent Fashion Show at Shadow Mountain Club, sponsored by the Palm Desert Women's Club. The fashions were furnished by The Clothes Horse, poolside at the club, and the models reading from top to bottom: Pat Higgens, Michelle Ailor, Kahnema Price, Joan Flynn, Ruth Henderson and Gladys Hanousek. The gentleman is Gene Robinson.**

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Elizabeth Stewart
Cole of California

**Gordon Scott—Tarzan in the famed series—crowning lovely Barbara Duer of Palm Springs Queen Scheherazade for 1957 at Aladdin's Ball at Shadow Mountain Club. The Queen and her court reign over the National Date Festival in Indio, and the beautifully costumed Aladdin's Ball each year starts off a round of merry-making and festivities for the whole Coachella Valley.**

## ALADDIN'S BALL

St. Valentine's night saw the new Queen Scheherazade —Barbara Duer of Palm Springs—move into the beautiful Shadow Mountain Club to preside over the lavishly costumed Aladdin's Ball.

Film star Gordon Scott, who is best known for his portrayal of Tarzan in the new series, crowned the queen while camera bulbs flashed. His attractive and highly talented wife, actress Vera Miles sat on the sidelines with motion picture producer Sol Lesser enjoying the proceedings, which were all preparatory to the opening of the 1957 Annual Riverside County Fair and National Date Festival.

## THE DATE FESTIVAL

The new Queen Scheherazade—Barbara Duer of Palm Springs—reigned over this year's festival-fair with her princesses—Nancy Cowan, Riverside, Donna Ellis, Banning, Sally Ehlers, Blythe, Bonita Jensen, Elsinore, Frances Apolonio, San Jacinto, Doris Embree, Corona, Tina Michels, Hemet, Virginia Collins, Perris, Marcia McCoy, Beaumont and Joan Martin of Coachella Valley. A bevy of very beautiful girls of which all of Riverside County can be proud.

The beautiful Arabian Nights Pageant was put on nightly on the enormous outdoor stage, and this year "Ajlan and the Princess" with a cast of one hundred and fifty, was chosen as the vehicle to be presented to the thousands of visitors to the fair. It is interesting to note that this Pageant—put on and actually produced by the people of Coachella Valley was definitely professional in its presentation.

And with the thought in mind that this was primarily a Date Festival, for the uninitiated who think that a date is simply a date and that is that—let me name just a very few. There are all types, many with exotic names like the Medjhool, Thoory, Khadrawl, the Deglet Noor, Barhi, Halawi, Abbada, Haziz, the Empress, Tabarzal and many more. With these names alone one can almost conjure up his own personal Arabian Nights dream.

Beautiful Coachella Valley boasts more than five thousand acres of date palms and produces ninety per cent of the dates in this country. Driving through the sections with the towering date palms on either side of the road gives a picture of unusual beauty to be found nowhere else in this country.

The Riverside County Fair and Date Festival grows in greatness and importance each year, and this 1957 Arabic Fair was the most momentous of them all with its outstanding art entries, its floriculture, its mineral exhibit and its agricultural displays which made up a total of more than four hundred unusual exhibits on the forty acres of fairgrounds.

The camel races each day introduced a certain amount of levity into the pageantry, while the Arabian Horse Show put on daily, the Mexican Charreada, the internationally famous dancing waters on display, plus many more attractions, made up a never to be forgotten week of fun-filled festivities for the whole Coachella Valley.

**Gordon (Tarzan) Scott with actress-wife Vera Miles and famous motion picture producer Sol Lesser flew in from Hollywood to attend the annual Aladdin's Ball at Shadow Mountain Club.**

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Mr. and Mrs. R. J. Beck entertained recently at a dinner party at the club and the camera caught them, l. to r.—Charles Potts, Mrs. R. J. Beck, Allen C. Beck, Mrs. Charles Potts and R. J. Beck.


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Mr. and Mrs. L. C. Lewis enjoying the danceable music of The Todds.

# This 'n That

Mr. and Mrs. ADRIAN SCHWILCK, owners and developers of the beautiful SILVER SPUR RANCH PROPERTIES have had as their house guests Madame Colbert and Mr. and Mrs. Reid Byron from South Pasadena. Madame Colbert is the mother of famed film star, Claudette Colbert.

* * *

The ARTHUR LAKES—he of "Blondie" fame recently spent a few days at the club.

* * *

MATT and VIRGIE of DESERT PRODUCE in Palm Springs handle all types of first day fresh fruits and vegetables, as well as everything in the frozen line. DESERT PRODUCE services many of the clubs in this area and they are equipped to furnish anything in practically any amount for all types of parties—Luaus, Mexican, Chinese, Italian and even Smorgasbord. Call them at Palm Springs 5019.

* * *

Recent guests at Shadow Mountain Club were the Robert L. Sommervilles and the Raymond Patchens of Flintridge, here for the Date Festival. The Patchens had brought in some of their fine Arabians to the Horse Show in Indio. Mr. and Mrs. R. E. Woodbury of La Canada, down for a few days of golf, were guests of the Ralph Hales at the club.

* * *

VALLEY LUMBER'S DON CAMPBELL is now stocking a complete line of the Gerber Legendary Blades, which are hand made and individually hand-finished from the costliest steel ever used in cutlery. If you strong men in the dining arena are tired of battling a prime rib roast with inadequate cutlery while hungry guests wait, drop into VALLEY LUMBER and experience the pleasure of the beauty and the utility of Gerber Legendary Blades.

* * *

FOR THOSE INTERESTED IN LOSING WEIGHT—and who isn't??? the A B C HEALTH FOOD STORE, located across from the Shell Station on Highway 111, carries a fine stock of unrefined and unprocessed foods created for health and beauty, along with such stock items as El Molino grains, Blackstrap Molasses, Lecithin—for tired bodies and minds—and many more. Also, Wey-Rite, nutritional weight control—a delicious energy sustaining high protein food alternate is featured. Drop into the A B C HEALTH FOOD STORE and get ready to drop off some of those pounds the easy way.

* * *

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* * *

HALE'S, in the Patio Shops—FOR THE GOLFER is now stocking the famous Evans Ripple Sole, Combination Golf and Sport Shoe, along with a complete line of new orlon knit shirts. Also to be found here is the Kahala Line of Bermuda Shorts and Cabana Sets for the summer comfort of the male.

* * *

A surprise birthday party for ROY ST. LEON was given by his wife SHIRLEY, at which time they hosted the Harry Holts and the Francis P. Morleys of North Hollywood as well as Mrs. Bertram of Detroit, Michigan. ROY is the Manager-Realtor for the SILVER SPUR RANCH PROPERTIES. An enjoyable evening was had by all and I guess I'm the only one still pondering the THREE(???) candles on the birthday cake.

* * *

TILE TABLES BY KREKORIAN—Color, Distinction, Long Life. Tile tables in a fantasy of color for gracious, outdoor living—all hand-wrought—with each colored tile carefully placed, to make a very beautiful, practical, almost indestructible addition to your patio. The KREKORIANS have three decades of experience in fashioning these beautiful tables, and to indicate how long-lasting they are, tables and benches and wall plaques sold to the Desert Inn in Palm Springs OVER THIRTY YEARS AGO are still in use; many homes in the area, too are availing themselves of these lovely patio pieces.

* * *

JOAN WYMAN, INSURANCE, located in the building occupied by Carl Henderson and Hub Engineering, wants all her friends to know she is now a Palm Desert homeowner. Miss Wyman has been in the insurance business for many years and is familiar with every facet of general insurance. She is a charter member of the Soroptimists International in Beverly Hills and has held many important offices in this organization.

* * *

Word comes this way that the OWEN HUDSONS at FIRECLIFF LODGE had Mr. and Mrs. Dennis O'Keefe as guests for a few days.

* * *

The R. W. DENNERS of Beverly Hills—new members in the club—had a lovely dinner party here for their daughter, KAY who had a birthday on February 16th.

* * *

ALLEN C. BECK, brother of BOB BECK and the other half of BECK BROTHERS MEN'S WEAR in Palm Springs is visiting here from Louisville, Kentucky.

* * *

DOROTHY and RALPH DIETZ of DIETZ DESIGNS in Rancho Mirage, have just completed the Oriental landscaping for the residence of Mr. and Mrs. Leonard Floan of Portland, Oregon now living in the Desert Braemar Apartments.

* * *

JEANNETTE CONSTANTINO in The Center tells us that "something new has been added." Henceforth your letters and all the work brought to her will be done on a beautiful new electric typewriter as she feels this can improve the beauty of each page.

* * *

ALICE PARRY WHITE, who presides over The Patio Corner Store, tentatively accepted three brand new Remington portable typewriters and put them up for sale. Before she could finish wondering whether she had finally gone too far afield in her variety of things to offer Palm Desert, all three of the portables were snapped up. This must be the WRITIN'EST territory!

* * *

DON PHILLIPS, located in The Patio Shops has eighteen years of experience behind him in the graphic arts—advertising and commercial. While his work consists mainly of the designing of folders, beautiful brochures and advertising illustrations, his talents also include a much needed service here in this fast growing community and that is the making of maps. Let him draw a map showing how to get to your new home—and have it printed up, post card size.

* * *

MICHAEL BUCCINO has just received a new shipment of beautiful imported lamps from Italy in a variety of colors; however, the wiring was done in this country. The shades are handwoven and well worth a trip to BUCCINO'S in Rancho Mirage.

* * *

It's good to see WILLARD PARKER of THE PARKERS LODGE off crutches and under his own power once more; Bill took a bad fall while on location for his latest picture for 20th-Century Fox Studios but now he and actress wife, VIRGINIA FIELD are golfing up a storm.

* * *

And word comes that MAGGIE PARKER is again back in school at Flintridge Sacred Heart Academy in Pasadena, which must be quite a change from her travelling around the country the past few weeks, which included a trip to New York City for a television appearance.

* * *

MRS. HUDSON B. WERDER of SHADOW MOUNTAIN TERRACE had visiting her, old friends Mr. and Mrs. G. E. Frazer of Winnetka, Illinois who brought along their son and daughter-in-law, Mr. and Mrs. E. J. Frazer, as well as Mr. and Mrs. H. S. James of St. Petersburg, Florida. The younger Mr. Frazer was a fraternity brother of Mrs. Werder's son and, consequently, this was quite a reunion, topped off by a big dinner party at the club.

* * *

Apparently Europe will be well travelled this summer according to MRS. RENE DeVARANNE of DeVARANNE TOURS, who reports that there are only reservations left for five more on their European tour leaving June 5th. Consequently the DeVARANNES are now moving ahead with their plans for their August Hawaiian Tour. (*Continued on Page* 22)

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# *Travel Along*

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"It's wonderful—warm and balmy"—the current rave report from Della Gates, the Bruce Burritts and the Ralph Rounds—Smoke Tree residents now enjoying Hawaii! A stay at the Royal Hawaiian then out to Hana Maui for several days and to Coco Palms on Kauai Island before returning to Honolulu to enjoy the Hawaiian Village and the wonderful singing of George Kainapou and Alfred Apaka!

Also in Honolulu and "relaxing on the beach at Waikiki"—the Dr. Frank Chambers—who sailed over on the very delightful American President Liner, PRESIDENT CLEVELAND, from San Francisco! They'll stay over there "as long as they like it"—and then return to their Palm Desert home.

Funtour to the Mardi Gras—Mrs. Lucy Day of the Valley and summer resident of the Northwest—left February 27th on the Southern Pacific special train for the parties and excitement of the New Orleans MARDI GRAS —then on to Miami Beach and New York—to see the latest shows—(naturally, "My Fair Lady" and "Auntie Mame" head the list!)—before returning home.

Lurline Cruise to Acapulco—This is new! The LURLINE will make a special ten days cruise to Acapulco next December 22nd from Los Angeles—Christmas and New Year's at sea and Acapulco TOO!!! Three full days stop there—

HOLLANDERS visit the desert—Andre and Henrika Beumer of Amsterdam recently visited the desert—and enjoyed too the Tennis Matches at the Shadow Mt. Club —they had seen pictures of the "fabulous swimming pool" at the Club and were most anxious to see the real pool and environs! The Beumers met George Olman while on a cruise and visit to Russia this past September on the Norwegian cruise liner, METEOR, and could hardly wait to visit the warm, sunny, desert he so raved about!

A wonderful postcard from Don Gray frequent visitor to La Quinta and Palm Springs—from Tahiti—he arrived on the MARIPOSA and now says—"cancelled my flight out of here—too much to see and do!"

From Denmark to the desert—Miss Dorte Ingeman enjoyed a stay with the Jens Harboes of Indio before returning on SAS to Copenhagen . . . . Mrs. James Wright of New York, mother of James Wright of Cal-Date, flew home after visiting her son in Indio . . . . the James Mapes and James Abendschands flew PAA to Hawaii in January for a month's visit in and around the Hawaiian Islands . . . . . Max Stoffel of St. Gall, Switzerland has been a winter resident in the desert this year—but now returns home to his beautiful country for the summer, sailing on the ILE DE FRANCE March 30th . . . . . Jack and Mary Garner of San Bernardino and Indio flew to Miami for a swing around the Caribbean Island with San Juan as their main "headquarters" . . . .

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# *Ladies Golf'*

Shadow Mountain Club's Second Annual Women's Golf Invitational Tournament, held Monday and Tuesday, February 11th and 12th was one of the social highlights of the week at the club.

Mrs. E. Page Hubble won top honors with her low gross score. First and second low net prizes for visitors went to Mrs. Andrew Eads, Olympia, Washington and Mrs. Ralph Pawley of Indio. Mesdames Wm. Kelley and Ben Vallat won first and second low net for members.

Mrs. Edward Ruge, chairman, presided over the beautifully appointed luncheon enjoyed by both visitors and members in the Indio room of the clubhouse on Monday.

Fun and good fellowship keynoted the Punch Bowl luncheon served in the Tee-House at the climax of the tournament on Tuesday.

Mrs. Duncan Crux of the Shadow Mountain Ladies' Golf Association was in charge of tournament arrangements.

## "BEAT THE PROS'

Ladies Competition—Monday, Feb. 4th:
June Crux won the Bob Pinnell Trophy
Irene Cornelius and Dell Meredith tied for 2nd
Helen Sumpter—Least Putts.

## BEST BALL TWOSOME

Best Ball Twosome, Monday February 18th—
Virginia Taylor and Betty Ives, first;
Marge Wagner and Dorothy Pierson, second; and
Beth Fisher and Lorrian Vallet, third.

## BINGO! BANGO! BUNGO!

On Monday, February 25th the winners in the Ladies' Bingo-Bango-Bungo contest were Belle Keightly, first; Irene Cornelius, second; and Julie Harris, third. LOW PUTTS—26—Velma Blades.

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# *Golf*

At Shadow Mountain Sweepstakes played on February 2nd, Gil Cornelius and Ira Johnson tied for 1st; J. B. Schutz and Dr. P. W. Seals tied for second.

## HOLE-IN-ONE CLUB

On February 3rd winners for first were Jean Dameral and Gus Wahl.

Other winners—Ruth Hubbell and Art Johnson; and Maude Donivan and E. Gurlock.

* * *

February 24th, winners of the Mixed Two-Ball Foursome were Alfred Kettenbach and Vera Brugan, for first; and tied for second, J. B. Schutz and Maude Donivan, and Gill Cornelius and Julie Harris.

## MIXED TWO-BALL

New "Hole-In-One-rs" Alfred Kettenbach and Cliff Ives are to be congratulated on their respective holes-in-one on January 27th at the Shadow Mountain course. Also, on March 3rd, while playing with Julie Harris and J. Whittlesy—Thelma Rawlins made a hole-in-one.

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SPORTS SHOW— Shadow Mountain Club brought together this famous trio of Olympians, occasioning a happy reunion. L. to r.— Juno Stover Erwin, Bob Mathias and Paula Jean Meyers.

## SPORTS SHOWS

Sports shows at Shadow Mountain become more exciting and inviting as each week rolls by. Not long ago to the delight of the Sunday afternooners — the club brought in Olympic fencers Maxine Mitchell and Jan Romary to put on an exhibition. The fencing matches were a beautiful and thrilling sight to the onlooker. Both girls have been three times National Champion, and both have represented this country in the Olympics twice.

Immediately following the fencing and utilizing the club's magnificent figure-eight pool—UCLA's Steve Miteikas and Hal Reid had no difficulty in holding the complete attention of their audience, first with a series of fancy diving which was the ultimate in beauty and grace—next with a comedy series starting off the high board with their laugh-provoking "Drunken Diving" and "Two Sheets In the Wind."

On Sunday, March 3rd members and their guests were treated to a beautiful exhibition of diving by Juno Stover Erwin and Paula Jean Meyers, both of whom represented this country in the Olympics, (Juno, three times—Paula Jean, twice.)

The last time the girls were here occasioned quite a reunion when they discovered an old friend, Olympian Bob Mathias, here at the club relaxing and getting a little sun.

Also on the March 3rd program the Ferges Family of Santa Monica did an outstanding job of tumbling and hand-balancing to entertain the crowd poolside. It is interesting to note that with the Ferges'—everybody gets into the act—from the five year old on up to Mom and Dad, who all took a very active part in the show.


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# TENNIS AT SHADOW MOUNTAIN CLUB

The above picture of the members of the club's Board of Directors was taken on Sunday, March 3rd at ground-breaking ceremonies for six additional tennis courts.

Shadow Mountain is planning more and more tennis from this date on and, in the not too distant future, will begin laying the ground-work to lead to the club's being the scene of big national tournaments each year.

As everyone is well aware, having important competitions played here is not too unusual in itself; but a more concentrated effort will be made in the future to stage as many of the national tournaments on the club grounds as it is possible to arrange.

For the past six years, Shadow Mountain Club has co-sponsored, along with the United States Lawn Tennis Association, the Palm Desert Invitational Tennis Tournament and this competition is looked forward to by some of the finest performers in America's amateur ranks shooting for glory and prestige, as the eyes of the nation center on the club and the players at this time.

Each year the Palm Desert Invitational attracts such great names as past and present Davis Cup Stars Tom Brown, Jr., Gil Shea, Myron (Mike) Franks and Herbie Flam, along with other tennis greats such as Pat Todd, Dorothy Cheney, colorful Peruvian champion Alex Olmedo, Hugh Stewart, Bob Perry, Darlene Hard, Nancy Kiner, Mimi Arnold and many, many other top flight tennis stars.

Perry T. Jones, prominent Southland tennis figure, officiates on these occasions at the club and Eugene Roberts is Tournament Director.

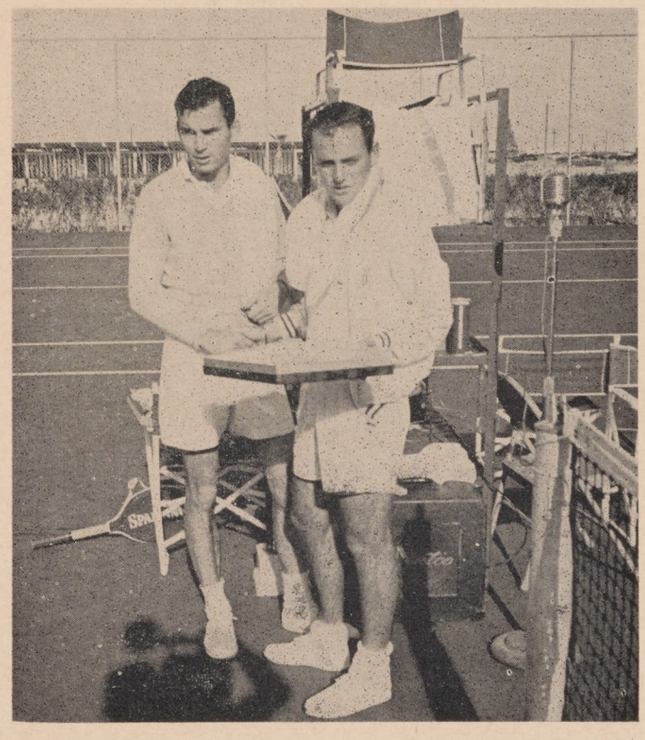
Top flight sportswriters—Los Angeles Times' Bion Abbott, The Examiner's Mel Gallagher, Harry Culver of the Herald-Express and Bob Seizer of the Mirror-News, along with other newspapermen of equal stature, come in to give terrific converage to this tournament and the Palm Desert dateline—this year—was carried in papers all over the country. This type of fine publicity eventually will bring more and more desirable people to this area and, certainly it attracts the attention of many thousands.

One of the highlights of the Palm Desert Invitational Tournament which takes place in the Indio Room of the clubhouse—and not on the tennis court—is the lavish cocktail party and dinner which Shadow Mountain hosts for the players and all those connected with the event. And, to the surprise of no one—the walls simply ring with the talk of T E N N I S — nothing but tennis!

The breaking ground by members of the Board of Directors of the Shadow Mountain Club for additional tennis courts was a tremendous step forward taken by them after much discussion and only after it had been decided it would not only be a wonderful way to build up the club, but would benefit the whole Palm Desert area as well.

Very soon now we will be in a position to offer as a big attraction not only the beautiful Shadow Mountain Club itself, but a total of eight of the finest tennis courts for championship play to be found anyplace in the country, and a strong and decisive bid will be made for national championships to be played here the year 'round.

# PALM DESERT INVITATIONAL TENNIS TOURNAMENT



Tom Brown, Jr., San Francisco attorney, on left defeated Davis Cup player Mike Franks in the Men's Singles at the Sixth Annual Palm Desert Invitational Tennis Tournament.

## DOROTHY CHENEY AND TOM BROWN SCORE TOP HONORS

Top honors in the Sixth Annual Palm Desert Invitational Tennis Tournament played at Shadow Mountain Club February 8, 9 and 10 went to Tom Brown of San Francisco, Dorothy Cheney, Alex Olmeda, USC, and Hugh Stewart, Pasadena and Julia Copeland of Palm Springs and John Cranston of UCLA.

Brown defeated Mike Franks, UCLA in straight sets, 6-3, 7-5 in the finals in Men's Singles; Dorothy Cheney trimmed Pat Todd, top-seeded woman, in the Woman's Singles, 4-6, 6-1, 6-4; Olmedo and Stewart won 7-5, 7-5 over Franks and Herb Flam in the Men's Doubles and Miss Copeland and Cranston won the Mixed Doubles finals from Julia Sampson and Johnny Lesch, 11-9, 6-4.

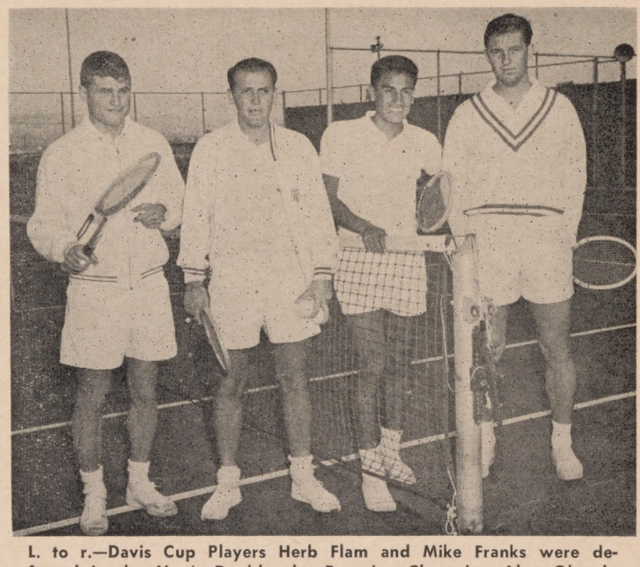
Brown's victory over Franks was a reversal of last year's play when Franks took the title.

## FRIDAY, FEB. 8 SCORES:

Men's Singles First Round—Flam def. Ripley, 6-3, 6-3; Grant def. Lesch, 2-6, 12-10, 6-2; Stewart def. Delgado,9-7, 6-2; Franks def. Atkinson, 6-4, 6-2; Olmedo def. Cranston, 6-3, 6-4; Perry def. Roberts 6-1, 6-0.

Women's Singles Quarter-Finals — Todd def. Copeland, 6-2, 6-1; Moore def. Sampson, 9-7, 6-4; Cheney def. Dwyer, 6-3, 6-2.

Men's Doubles Quarter-Finals—Cranston-Lesch def. Atkinson-Delgado, 6-4, 6-0; Olmedo-Stewart def. N. Perry-Grant, 6-2, 6-2.



L. to r.—Davis Cup Players Herb Flam and Mike Franks were defeated in the Men's Doubles by Peruvian Champion Alex Olmedo and Hugh Stewart of Pasadena.

## SATURDAY, FEB. 9, SCORES:

In the quarter-finals in Men's Singles Franks upset top seeded Herb Flam, the tourney favorite, 12-10, 6-3. Brown eliminated Peruvian champion, Olmedo, 12-10, 6-1.

## SUNDAY, FEB. 10, SCORES:

Quarter-Finals: Mixed Doubles—More-Delgado def. Dwyer-R. Perry, 6-2, 6-3; Tegland-N. Perry def. Bramwell-Atkinson, 6-3, 6-3.

Semifinals: Mixed Doubles — Sampson-Lesch def. Moore-Delgado, 3-6, 6-3, 6-1; Copeland-Cranston def. Tegland-N. Perry, 5-7, 8-6, 6-2.

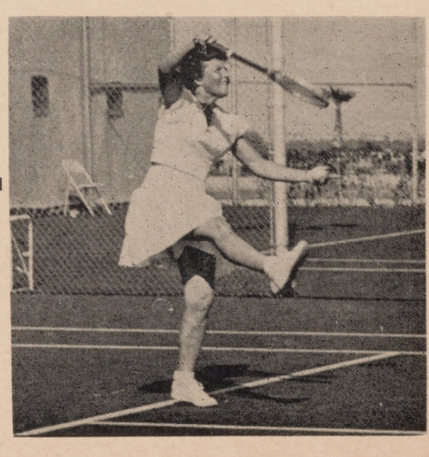
Finals: Men's Singles—Brown def. Franks, 6-3, 7-5.

Men's Doubles—Olmedo-Stewart def. Flam-Franks, 7-5, 7-5.

Women's Singles—Cheney def. Todd, 4-6, 6-1, 6-4.

Mixed Doubles — Copeland-Cranston def. Sampson-Lesch, 11-9, 6-4.

The Palm Desert Invitational was Flam's first tournament appearance since playing with the U. S. Davis Cup Team in Australia. Flam has never been better than second in Shadow Mountain tourneys and he went all out to break the jinx this year but Lady Luck again looked the other way.



Action shot of Dorothy Cheney, who trimmed Mrs. Pat Todd, top-seeded player in the Women's Singles at the recent Tennis tournament hosted by the club.

Teen-agers Susie Smith and Phyliss Harris arriving for the Friday night dance.

The Neal Chadbournes, sponsors and chaperones of the Shadow Teens, and not to be outdone by their active charges are seen "bopping it up" at one of the Teen-age Friday night dances.

Linda Ketchersid and Jerry Purcella engrossed in the latest "Rock 'N Roll."

## SHADOW MOUNTAIN

# Teen Tattle

By Billie Morton

Attention! You Shadow Teens—we're back with more tattle of the teen-agers at the Shadow Mountain Club.

The dance at the club Saturday, February 15th brought out quite an enthusiastic crowd and some of the kids seen rockin' and rollin' to the tireless jukebox were Maggie Parker, David Lasley, Dave Tomlinson, Nancy Mathers, Johnny Suggs, Robert Claiborne, Susie Smith, Phyllis Harris and many, many more.

The regular meeting of the Shadow Teens was held on Valentine's Day and new rules were made concerning the age limit which is high school age only. It was also decided that at each dance two members of the Shadow Teens will sit at the door and sign in the guests.

Chaperones for the last two dances were the Neal Chadbournes, the Ben Cowans and the Harold Smiths who—while giving so generously of their time—seemed to be enjoying themselves, too.

For those "not in the know"—The dances are from eight o'clock to twelve midnight and the next one is scheduled for March 16th.

Red Cross Instructor at recent Sports Show using the enormous Shadow Mountain Pool to give the youngsters some pointers on the safe handling of a canoe.

Sallye and Chuck Yates on one of their rare visits to the club.

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## ADD-A-MEMBER CAMPAIGN OFF TO A FLYING START

Tuesday, February 11th, some three hundred and seventy members and guests were present to enjoy the double barreled program of "Queen For A Night," and the "Kickoff" of the membership drive.

At the microphone to explain the membership plans, Cliff Henderson told why the increased memberships are required for more economical club operation. He elaborated on the improvements that could be undertaken when justified by the membership increase, and pointed out that the first $15,000.00 to be realized from initiation fees, was to be used for improvements to the tennis and golf facilities of the club.

Mr. Henderson stated that participation in the membership program will be awarded with an Honor Roll Banquet, as well as a Shadow Mountain Club Crest in the form of a Bolo Tie for the men and a charm for the ladies.

Frank Sorenson was then introduced as the new membership director, who had the responsibility of spearheading the drive. It was explained that he would contact the prospects whose names will be submitted by the members, and otherwise follow through on the details of the program.

At this time the Todds introduced a new song, their own composition, written to spark the membership drive, It was well received by those present and accomplished its purpose as some thirty-four new membership application were submitted before the closing of this phase of the program.

## ONE QUARTER MIDGET RACING

There is a great possibility that before many more weeks go by, Palm Desert will have its own One Quarter Midget Racing track.

The interest and purpose behind establishing the tiny, dirt race track is to promote sportsmanship, fair competition and the knowledge of mechanical skills among the little ones—both boys and girls—in the operation of gasoline powered vehicles. In this mechanical day and age when practically everyone drives a car for many years in a lifetime, early training of this kind is invaluable.

On the entertainment side—there is no more fun to be had for an evening than to watch the little "Barney Oldfields" spin around their tiny track—fastened in securely by seat belts to prevent any possibility of injury, and peering out from under their little crash helmets like old pros at the game.

A Midget Racing track brings fun, thrills and excitement to young and old and should be an interesting and entertaining addition to the community.

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## THIS 'N' THAT—(Continued)

MARY ANN WAHER of MARY ANN'S BREAKFAST NOOK celebrated her birthday with a dinner at the club a couple of weeks ago—and looked younger than ever.

* * *

For a breath of spring—a beautiful corsage—a lovely table decoration or a gift for a loved one—visit ALLEN and ELEANOR WILLARD'S FLORIST SHOP in Indio.

* * *

For lovely draperies and perfect installation, see SHELTON'S in Indio. Here can be found a wide variety of fine fabrics from the top houses. Carried also is the Milium drapery lining, which protects your draperies and furnishings from the son's brilliance. Complete service, including trouble-free installation at down to earth prices are yours at SHELTON'S.

* * *

The EARL OBERNS double-whammied the Shadow Mountain Club on Coronation Night, February 25th. First, they threw a party for ninety-three years young MRS. AMY GEORGE, mother of Mrs. Obern, and then Mrs. Obern turned out to be the lucky holder of the ticket which made her "Queen For A Night" and the recipient of many lovely gifts. This, of course, really topped off MRS. GEORGE'S birthday party.

* * *

More Progress!! PALM DESERT PHARMACY is expanding and a new building adjoining the drug store will soon be completed to house the fountain—and a beautiful grill will be added so that the great American favorite—a hamburger—will soon be yours for the ordering.

* * *

DESERT DESIGNS—a new concept of wire and wrought iron furniture for casual living—can now be seen in the Patio Shops.

* * *

Mr. and Mrs. Richard Heath of Highland Park, Illinois, have been Palm Desert visitors for the past few weeks. Mr. Heath is president of the Leo Barnett Company of Chicago; Mrs. Heath is a cousin of MRS. RUDD HACKBORN. The Heaths will soon leave on a trip to the Orient.

* * *

Colonel and Mrs. Robert Ellsworth, residents of Palm Desert and members of Shadow Mountain Club for many years have moved to Thermal to live on a ranch.

* * *

Mr. and Mrs. Paul Barnes of Palm Desert and Long Beach have had as their guests their daughter and son-in-law, the James Collins' of Long Beach with their two children. Also visiting the Barnes' are Mr. Collins' father from Indiana and Mrs. Barnes' sister of Phoenix, Arizona.

## GOLF

St. Patrick's Day—March 17th—will be a real fun day for the golf-minded. The Mr. and Mrs. Tournament will start at 1:00 P. M., and the winning couple will receive a trophy. There will also be prizes for the other winners.

## SUNDAY NIGHT SERIES

The newly instituted Sunday Night Series drawns an interested audience each week. Among the programs selected for the enjoyment of the members and their guests was a showing of Disney's "Seal Island" and "Olympic Elk."

The following week Ernest Maxwell, Publicist for the Riverside County Fair and Date Festival, gave a very humorous "chalk-talk" at the club which encompassed the general background of the fair—its history since its inception — which included touching on the hilarious camel races, unique with this fair.

Next, the Wilbur Bears presented a color film on Asia, which everyone found quite intriguing.

On March 3rd—"Our Alluring Desert" was the topic chosen by Dr. C. E. Smith of the Palm Springs Museum which was a subject to delight one and all who live here in the heart of the great American Desert.

Desert riders pause near the pool at the new Braemar luxury cooperative development, just completed on Highway 111 between Shadow Mountain Club and Cathedral City. (Photograph by Mel Jones)

Colorful and convenient, this typical Desert Braemar kitchen features built-in gas oven, range, and refrigerator, plus automatic dishwasher, garbage disposal, and ventilating fan. Appliances and necessary servicing are included in the Braemar cooperative plan. (Southern Calif. Gas Co. Photograph)

## NEW PLAN FOR LUXURY LIVING IN THE DESERT

Empty desert one year ago—today a dramatically beautiful development of 100 deluxe apartment-homes! That's what's happened at Desert Braemar, the new co-operative completed on Highway 111, between Shadow Mountain Club and Cathedral City.

These are not apartments in the usual "city" sense, though they have the compactness of plan and convenience of design to delight those who appreciate having housekeeping chores kept to a minimum. These units possess an uncrowded feeling and an atmosphere of residential privacy that have earned the name of "apartment-home."

Under the Braemar Plan, the residents of this development are the owners—yet they enjoy the benefits of ownership without worries about maintenance and upkeep. Their one monthly payment covers everything — gardeners, landscape and pool maintenance, taxes, insurance, reserve funds, operating expenses—and those who travel have the peace of mind of knowing their desert home is well cared for at all times.

The Braemar units are one, two, or three-bedroom—each with private enclosed patio (or private balcony sun terrace for uppers). Interiors are planned for convenient indoor-outdoor living, wtih large window areas affording sweeping view of the snow-capped grandeur of the distant mountains. The building exteriors create a colorful holiday splash against the sandy desert, with brightly-colored walls, and pink Bermuda roofs that overhang walls of slumpstone masonry, mosaic tile, and painted plaster. The garden-style layout of the buildings is enhanced by the large pool, and the spacious green lawns are dotted with platsings of towering palms, Joshuas, ocotilla, and Spanish dagger. A popular feature of all the units is the color-matched kitchen with built-in gas appliances and many automatic conveniences.

The first 100 units of Desert Braemar were sold out in advance of construction, and an additional 90 units are to be built this year. Other Braemar co-operatives are also scheduled for Santa Barbara, Scottsdale, Ariz., and Jamaica, British West Indies.

## THE SHADOW MOUNTAIN CLUB

The Shadow Mountain Club is a private and restricted club serving its members and their guests in the enjoyment of life in the sun at Palm Desert, California, the nation's most beautiful desert playground. Under the ownership and direction of Shadow Mountain Park, Inc., the Club offers facilities that include pool swimming, tennis, golf, dining, dancing, poolside cabanas and a host of outdoor recreational activities. Address: P. O. Box 14, Palm Desert, California. Telephone, Coachella Valley 76-4567.

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